

IN THE SPECIFICATION

Please amend the paragraph at page 6, line 28, through page 7, line 5 of the specification as follows:

There are two components to the present invention: a data model which defines a structure for storing customer transactional information within generated by the data mining system 100 and an algorithm performed by the data mining system 100 to analyze the transactional information into coherent groups according to perceived similarities in the transactional data ~~create the data model.~~ The data model ~~comprises a Gaussian Mixture Model that stores transactional data and~~ provides a minimum specification for the transactional data needed in the analysis. The algorithm performs the mapping function necessary to ~~create the data model by aggregating~~ aggregate the transactional data for cluster analysis. The result, as noted, is a grouping of the transactional data into segments, wherein each segment may be summarized by a set of prototypical behaviors.

Please amend the paragraph at page 7, lines 22 through 26 of the specification as follows:

FIG. 2 is a diagram that illustrates the structure of a data model 200 according the preferred embodiment of the present invention. ~~The data model 200 comprises a Gaussian Mixture Model, and may be stored in the relational database managed by the RDBMS 132.~~ The data model 200 ~~is a structured way of~~ defines the structure for storing transactional data in the relational database managed by the RDBMS 132. This transactional data might be obtained, for example, from a point-of-sale device.